

Patent
S.N.: 09/829,223AMENDMENTS TO THE SPECIFICATION:

N.E.
N.I.L.
J.B.
11/17/07

Please replace the paragraph beginning at page 7, line 16, with the following amended paragraph:

Hand-held device 12 may also be configured to ~~initially~~ initially prohibit user from taking advantage of prerecorded or preset sounds or promotional opportunities so that sounds or promotional opportunities are unavailable to the user. The hand-held device 12, upon receiving specific auxiliary data which directs device 12 to unlock the sounds and promotional opportunities so that the opportunities are available to the user. The sounds and promotional opportunities may then be available to the user for a limited time or indefinitely.

BEST AVAILABLE COPY

Please replace the paragraph beginning at page 7, line 17, with the following amended paragraph:

at

Briefly, herein is described a system which uses various hand-held devices to derive benefits from the reception of auxiliary data. Auxiliary data is encoded by modulation of a signal, such as video, which thereby creates a composite video signal consisting of auxiliary data and continuous video program data. The composite video signal is transmitted to and displayed by a display device so that it may be received and used by a hand-held device.

Please replace the paragraph beginning at page 31, line 22, with the following amended paragraph:

#534854.12

2